

Tawnya J. Adkins Covert, Ph. D.

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ADMINISTRATIVE EXPERIENCE

Chairperson, Department of Sociology & Anthropology, Western Illinois University	2022-Present
Acting Graduate Program Director, Department of Sociology & Anthropology, Western Illinois University	2025-2026
Interim Chairperson, Department of Sociology & Anthropology, Western Illinois University	2020-2022
Administrative Intern, College of Arts and Sciences, Western Illinois University	2018-2019
Graduate Program Director, Department of Sociology & Anthropology, Western Illinois University	2004-2008

KEY SKILLS AND COMPETENCIES

Leadership, Strategic Planning, Curriculum Development

INITIATIVES AND ACHIEVEMENTS - DEPARTMENT CHAIRPERSON

Secured donor funding commitments totally more than \$150,000 to grow enrollment in M.A. in Sociology program through tuition reduction grants, scholarships, and stipend endowments.

Initiated interdisciplinary Social Studies Symposium to enhance professional development credit offerings for regional secondary education teachers (inaugural event scheduled April 18, 2025).

Created and secured donor funding for the establishment of DEI Graduate Internship

Developed and implemented initial funding campaign for Pathways Scholarship for Transfer Students for undergraduate transfer students in Sociology and Anthropology program

Led development and implementation of capstone experience requirement for sociology BA program

Guided the development of and secured approval for fully online undergraduate (2020) and graduate (2024) program options in Sociology

Directed internal cyclic program reviews for Undergraduate programs in Sociology and Anthropology and Graduate Sociology program

Secured Archaeological and Biological Anthropology laboratory spaces to support faculty research

Coordinated curriculum revisions for Anthropology BA, Sociology BA, and Sociology MA programs

Conducted promotional campaign geared toward regional community colleges for newly developed online Sociology BA program

Designed and produced biannual department newsletter to promote departmental achievements and initiatives to alumni, potential students, donors, and general public

INITIATIVES AND ACHIEVEMENTS - ADMINISTRATIVE INTERNSHIP

Expanded outreach to Homeschool students, including updating Homeschool webpage to promote campus events, programs, and educational opportunities

Served as College of Arts and Sciences Liaison for CCAF (Community College of the Air Force) initiative to develop online AAS to BA/BS partnership programs

Compiled data and submitted a report on academic program structures and restructuring initiatives at peer institutions. Presented findings to College of Arts and Sciences Department Chairs and University Deans.

ACADEMIC BACKGROUND

PhD	Sociology, Purdue University, West Lafayette, IN	2001
MS	Sociology, Purdue University, West Lafayette, IN	1996
BA	Sociology, Marshall University, Huntington, WV	1994

Areas of Specialization

Political Sociology, Mass Media, Consumption/Consumer Culture, Stratification, Gender, Social Problems, Content Analysis

RELEVANT TRAININGS/CERTIFICATIONS

2026	<i>Project Business Professional (PBP)</i> - training offered through the Project Business Foundation
2025	<i>Adult Mental Health First Aid Training</i> - training offered through the National Council for Mental Wellbeing.
2024	<i>Title IX Training</i> - training offered by Franczek, P.C. (Education Law Firm working with Western Illinois University) to certify individuals serving on Title IX hearing panels as required by the Illinois Preventing Sexual Violence in Higher Education Act and Title IX.
2018	<i>Engaging your Learners with Video in the Classroom</i> - CITR (Center for Innovation in Teaching and Research) Western Illinois University Summer Academy
2012	<i>Best Practices in Online Teaching</i> - required training for all faculty developing and offering online courses at WIU (Completed refresher workshop in 2018 following LMS change).

EMPLOYMENT

Professor of Sociology, Western Illinois University	2012 - Present
Associate Professor of Sociology, Western Illinois University	2007 - 2012
Assistant Professor of Sociology, Western Illinois University	2000 - 2007

HONORS AND AWARDS

Affirmative Action Administrative Internship, College of Arts & Sciences, Western Illinois University	2018-2019
College of Arts and Sciences Award "Outstanding Teaching"	2015
College of Arts and Sciences Award "Outstanding Teaching with Technology"	2011

SCHOLARLY PUBLICATIONS

Books and Monographs

Wasburn, Philo C. and Tawnya Adkins Covert. 2017. *Making Citizens: Political Socialization Research and Beyond*. New York: Palgrave MacMillan.

Adkins Covert, Tawnya and Philo C. Wasburn. 2009. *Media Bias? A Comparative Study of Time, Newsweek, the National Review, and The Progressive Coverage of Domestic Social Issues, 1975–2000*. Lanham, MD: Lexington Books.

Adkins Covert, Tawnya. 2011. *Manipulating Images: World War II Mobilization of Women through Magazine Advertising*. Lanham, MD: Lexington Books.

Refereed Journal Articles

Adkins Covert, Tawnya and Philo C. Wasburn. 2007. "Measuring Media Bias: A Content Analysis of *Time* and *Newsweek* Coverage of Domestic Social Issues, 1975-2000." *Social Science Quarterly*. 88(3):690-706.

Adkins Covert, Tawnya and Philo C. Wasburn. 2007. "Information Sources and the Coverage of Social Issues in Partisan Publications: A Content Analysis of 25 years of *The Progressive* and the *National Review*." *Mass Communication and Society*. 10(1):67-94.

Adkins Covert, Tawnya. 2003. "Consumption and Citizenship during World War II: Product Advertisements in Women's Magazines." *Journal of Consumer Culture*. 3(3): 315-342.

Adkins Covert, Tawnya, Denise Ferguson, Selene Phillips and Philo Wasburn. 2000. "News in My Backyard: Media and Democracy in an 'All American' City." *The Sociological Quarterly* 41(2):227-244.

Grauerholz, Elizabeth and Tawnya Adkins Covert. 1997. "Twenty-Five Exceptional Educational Videos for Sociology of Marriage and Family Courses." *Teaching Sociology*. 25:338-352.

Encyclopedia Entries

Adkins Covert, Tawnya. 2023. "Political Socialization" in *Elgar Encyclopedia of Political Sociology*, edited by Maria Grasso and Marco Giugni. Cheltenham, UK: Edward Elgar Publishing.

Adkins Covert, Tawnya. 2011. "Gender and the Media" in *Encyclopedia of Consumer Culture*, edited by Dale Southerton. Thousand Oaks, CA: Sage Publications.

Book Reviews

Adkins Covert, Tawnya. 2008. Book Review of *Selling Anxiety: How the News Media Scare Women* by Caryl Rivers. *International Journal of Modern Sociology*. Fall: 321-323.

Adkins Covert, Tawnya. 2002. Book Review of *Stronger than Dirt: A Cultural History of Advertising Personal Hygiene in America, 1875 to 1940*, by Juliann Sivulka. *Contemporary Sociology*. November (31) 6: 719-720.

Conference Papers

Adkins Covert, Tawnya. "Homefront Patriotism: Defining Women's Role for Victory during WWII." Midwest Sociological Society Annual Meeting, Virtual. March 2021.

Adkins Covert, Tawnya and Philo C. Wasburn. "'Biased' Media: Non-traditional Journalism in the Age of Donald Trump." Midwest Sociological Society Annual Meeting, Chicago, Illinois, April 2019.

Adkins Covert, Tawnya. "Pegging and Framing Zombies: News Coverage of Cannibalistic Attacks." Midwest Sociological Society Annual Meeting, Chicago, Illinois, March 2013.

Adkins Covert, Tawnya. "A Review of Quantitative Methods in Content Analysis: 1990-2004." Midwest Sociological Society Annual Meeting, Des Moines, Iowa, April 2009.

Adkins Covert, Tawnya and Philo Wasburn. "Information Sources in Partisan Publications." American Sociological Association Meeting, Montreal, Canada, August 2006.

Adkins Covert, Tawnya and Philo C. Wasburn. "Toward Measuring Media Bias: A Content Analysis of the *National Review* and the *Progressive*, 1975-2000." American Sociological Association Meeting, Philadelphia, PA, August 2005.

Adkins Covert, Tawnya. "More of the Same': Renegotiating Traditional Gender Ideologies during Wartime." Roundtable Session on Sex and Gender: Media and Framing at American Sociological Association Annual Meeting, Chicago, Illinois, August 2002.

Adkins Covert, Tawnya. "Beauty is Your Duty: Defining the Role of Upper -Class Women during World War II through Advertising." Midwest Sociological Society, Milwaukee, Wisconsin, April 4-7, 2002.

Adkins Covert, Tawnya. "Living in Poverty": A Technique for Teaching Stratification." Midwest Sociological Society, Milwaukee, Wisconsin, April 4-7, 2002.

Adkins Covert, Tawnya. "Consumption and Citizenship during World War II: Product Advertisements in Women's Magazines." American Sociological Association Annual Meeting, Chicago, Illinois, August 1999.

Adkins Covert, Tawnya. "Mobilization Propaganda: Advertisements in Women's Magazines during World War II." American Sociological Association Annual Meeting, Toronto, Ontario, August 1997.

Conference Panels

Panelist - "Being a Chair: What to Expect." Panel Session at Midwest Sociological Society Annual Meeting. Chicago, IL. March 2025.

Presider and Panelist - "Sociology as an Administrative Tool." Panel Session at Midwest Sociological Society Annual Meeting. Chicago, IL. March 2025.

Panelist - "Being a Chair: What to Expect." Panel Session at Midwest Sociological Society Annual Meeting. Des Moines, IA. April 2024.

Presider and Panelist – "Developing and Delivering the Sociology Major Online." Panel Session at Midwest Sociological Society Annual Meeting, Virtual. March 2021.

Panelist and Invited Presenter – "Refugees, Migrants, Citizens: Political Socialization across Borders Conference." Urbana, Illinois, December 2019.

"Underneath the Makeup: Living in a Barbie World" - Panel Presenter for LIPS (Latinas in Pursuit of Success), April 9, 2015.

Presider/Discussant for Paper Session – "Media and the Social Construction of Social Problems." Midwest Sociological Society Annual Meeting, Chicago, Illinois. March 2013.

Presider/Discussant for Paper Session – "News and the Social Construction of Social Problems". Midwest Sociological Society Annual Meeting, Chicago, Illinois. March 2013.

Presider for Roundtable Session on Political Sociology: "New Applications of Content Analysis" at American Sociological Association Meeting, Philadelphia, PA, August 2005.

Presider for Roundtable Session on Sex and Gender: Media and Framing at American Sociological Association Annual Meeting, Chicago, Illinois, August 2002.

Invited Presentations

"Structure AND Agency: Overcoming Fragmentation in the Study of Political Socialization." Refugees, Migrants, Citizens: Political Socialization across Borders Conference. Urbana, Illinois, December 2019.

"Selling the War to American Women: Magazine Advertising during WWII" - Presentation for Black Hawk College's Women's History Month, March 21, 2013.

"Redefining Womanhood in Wartime: The Mobilization of American Women during the Second World War" - Presentation for WOW Presents Series, May 6, 2011.

"Coal Power & Mountaintop Removal in Appalachia" - Presentation for the Focus the Nation Teach-In, January 31, 2008.

"Class and Gender: Class Based Mobilization of Women during WWII by the US Government" - Presentation for FYE Lecture Series, October 3, 2006.

"Transforming Teaching and Learning through Technology" - Presenter for workshop by Faculty Development and Office of Provost, January 6, 2003.

"Women in Advertising during World War II" - Presentation for the Women's Issues and Leadership Conference, March 1, 2003.

"The Times of Rosie the Riveter" - Presentation for the General Macomb DAR chapter, April 2, 2002.

"Women in the Media" presenter and panel presider for WASC session for Women's History Month, March 21, 2002.

Contributions to Teaching Materials

Adkins Covert, Tawnya. 2005. "Examining News" in *Instructional Resources for Teaching about the Mass Media*, edited by Heather Laube and Sara Sobieraj. Washington, D.C.: ASA Publications, p. 3.

Adkins Covert, Tawnya. 2005. "Media and Politics" in *Instructional Resources for Teaching about the Mass Media*, edited by Heather Laube and Sara Sobieraj. Washington, D.C.: ASA Publications, p. 21.

Grauerholz, Elizabeth and Tawnya Adkins Covert. 2000. "Twenty-Five Exceptional Educational Videos for Sociology of Marriage and Family Courses." *Teaching Sociology*. 25:338-352 reprinted in *Resource Materials for Teaching about Family Violence*, edited by Barbara Keating. Third Edition. Washington, D.C.: ASA Publications.

RESEARCH GRANTS

Western Illinois University Foundation

Amount: \$3000 (Summer 2006)

Project: "A Review of Quantitative Methods in Content Analysis: 1990-2004"

Meta-analysis of how content analysis is being used by sociology, political science, and communication researchers to study mass media.

Illinois Department of Children and Family Services

Amount: \$256,108 (2004-2006 Fiscal Years)

Project: "Evaluation of Standard Testing of DCFS and Private Agency Personnel Training Evaluation Grant"

Member of Social Research Group responsible for item construction and evaluation of Illinois case workers.

University Research Council Grant (Western Illinois University)

Amount: \$5,000 (Received Fall 2002)

Project: "Breaking News and the Framing Process: An Examination of Coverage of the September 11, 2001 Terrorist Attacks"

Pilot study for a larger grant proposal to examine differences in breaking news coverage of various crisis events.

TEACHING EXPERIENCE

Undergraduate Courses

Introduction to Sociology	Social Stratification
Contemporary Social Problems	Political Sociology
Social Research Methods I	Sociology of Popular Culture
Social Research Methods II	Sociology of Media
Gender and Society	Collective Behavior & Social Movements
The American Family	

Graduate Seminars

Seminar in the Instruction of Undergraduate Sociology	Advanced Social Inequalities
Advanced Statistical Methods	Sociology of Consumer Culture
Sociology of Media	

PROFESSIONAL SERVICE (PREVIOUS FIVE YEARS ONLY)

Co-Chair, CASE Dean Search Committee (Internal)	2025-2026
University Chairs Advisory Council, College of Arts & Sciences Representative	2024-2025
Member, Associate Dean Search Committee (Internal)	2024
University Chairs Council, Member	2020-Present
Member, Student Issues Committee, Midwest Sociological Society	2022-Present
College Liaison for LAS Living Learning Community	2019-Present

AD-HOC REVIEWER

Social Science Quarterly, Atlantic Journal of Communication, The Social Science Journal, Teaching Sociology, The Sociological Quarterly, Journal of Criminal Justice, Women's Studies International Forum, Gender Issues

EXTERNAL PERSONNEL REVIEWER

Coastal Carolina University, Stonehill College